

**PUBLIC SERVICE COMMISSION
STATE OF NORTH DAKOTA**

NEWS RELEASE

Sept. 24, 2007

Commissioner Tony Clark

****For Immediate Release****

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**Commissioner Tony Clark is attending Midwest Demand Response
Initiative meeting in Chicago today**

Public Service Commissioner Tony Clark is part of a group of regulators attending a conference today that focuses on promoting demand response in retail electricity markets in the Midwest.

The Midwest Demand Response Initiative, which is holding a meeting today in Chicago, was formed to promote ways to help retail electricity customers control their electricity demand. Controlling demand can help reduce pressure on electricity distribution infrastructure and save consumers money by creating price-responsive retail markets.

Smart metering, which allows utility companies to alert their customers when prices are about to rise, is one of the topics being discussed at the meeting.

“What we’re talking about is giving individual customers, whether residential or commercial, the ability to better monitor and control their own electric usage,” Clark said. “Demand response tools like smart meters hold the promise of saving consumers money.”

Utility companies in North Dakota already offer special rates to commercial and industrial users who can control their electricity demand during times of peak usage.

The Public Service Commission has discussed the possibility of introducing smart meters to all electricity customers. The commission is in the process of drafting rules to govern their use among large commercial and industrial users and is requiring utilities to submit reports on the feasibility of implementing smart metering to all customers.

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